



U.S. Department of Energy
Energy Efficiency
and Renewable Energy



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Using Broadcast and
Video resources to spread the
Clean Cities message



Overview

- The MotorWeek / Clean Cities partnership.
- What we've accomplished together so far.
- How we presented the 2005 Fuel Economy Guide to our national audience.
- What we've learned.
- How Clean Cities coordinators can use print, video and broadcast outlets to maximize their outreach efforts.



MotorWeek and Clean Cities

- The 2005 event will be the 5th Clean Cities Conference which MotorWeek has been involved with.
- John Davis, host of MotorWeek, was first asked to speak at the 2001 conference in Philadelphia.
- For each Clean Cities Conference since then, MotorWeek has been asked to produce and present a series of segments on environmental and renewable energy topics.



What we have accomplished so far

- **2002:** “The ABC’s of AFV’s”,
“AFV maintenance”, “Clean Fleets”
- **2003:** “E85 FAQ”, “A Tale of Two Clean Cities”,
“Big Red Bus”
- **2004:** “Challenge Bibendum”, “E85 Update/GM Hybrid pickup”, “ “CNG Nuns”, “Hybrid Drive Trucks”,
“Renewable Natural Gas”, “Fuel Economy Guide”
- **2005:** “Idle Reduction” (April 1 air) “Home CNG Refueling” (May 6 air) “Biodiesel” (unscheduled)



What we have accomplished so far

- In the past 4 broadcast seasons, MotorWeek has produced more than twenty-five stories on topics related to cleaning up the environment and on reducing America's dependence on foreign oil. We have generated hundreds of pages of script copy and several hours of video material.
- These stories have garnered the praise of our peers in the form of production awards, and have positioned MotorWeek as one of the few mainstream media outlets which provide regular coverage of these issues.



The 2005 Fuel Economy Guide

In early 2004:

- Fewer car dealers were stocking the printed Fuel Economy Guide or offering it to customers.
- The fueleconomy.gov website was underutilized by car shoppers, perhaps being overshadowed by more heavily promoted price-comparison sites like edmunds.com.
- Our objective with the MotorWeek segment was to increase recognition of the website, emphasize its value as a shopping tool, and demonstrate some of its interactive features.



The 2005 Fuel Economy Guide

- The challenge we faced in presenting The Fuel Economy Guide to a TV audience was in making the material dynamic and visually interesting and also to make the information easy to grasp by a “one-chance” audience.
- We also needed to address the question of how these fuel economy numbers are determined, and whether they accurately reflect real-world driving.



What we've learned

- It's not enough to talk about the benefits of alternative fuels or energy efficient technologies. You need to show examples of the technology being used in an actual vehicle before people will believe it is viable.
- For every form of alternative fuel, or for every promising new technology, there are several different well-intentioned groups vying to be seen as *the* experts on the topic, and invariably there will be disagreement when it comes to numbers.



Working with the media

- It's easy to report the negative: How many stories have you seen reporting that the Toyota Prius doesn't get anywhere close to its EPA-rated 60 MPG? Or that E85 costs more than unleaded premium gasoline?
- Make the positive story angle easier to produce: Have a list of satisfied AFV customers who are willing to provide a quote or soundbite. Offer yourself to the local news producers as a source for environmental information.



Working with the media

- Be aware of deadlines and markets: I am pitched story ideas on a daily basis, and those I reject usually fall into two categories:
 - 1) The caller has failed to give me adequate notice (We're having a press event this weekend in California, can you cover it?) or
 - 2) has failed to recognize MotorWeek as having a national audience (will you do a story on our local MG club's monthly road rally?)



Working with the media

- Don't forget the visuals: The more legwork you can save a TV producer, magazine art director or newspaper editor with the visuals, the better your chances of getting a story placed and of having it look good.
- Getting a video professionally produced and edited can be prohibitively expensive, especially for a non-profit group, but there are ways to minimize the cost.